

Topstep Scales Affiliate Revenue 66% With TUNE



66%

INCREASE IN REVENUE
AFTER LEVERAGING TUNE



200+

PARTNERS AND AFFILIATES
SUPPORTED DAILY



1,020

FUNDED ACCOUNTS®
IN 2018

Who is Topstep?

Topstep is part training platform and part trading platform. Its training platform is built for individuals pursuing a passion in futures or forex trading. Topstep provides capital to traders that meet Topstep's objective criteria through a unique simulated evaluation called the Trading Combine®. This way, traders can participate in the markets and achieve personal upside, without taking on undue personal risk.

Why did Topstep turn to TUNE?

Topstep launched its affiliate program with TUNE in December 2016 to help better track and understand their best sources of trader acquisition. Topstep traditionally found prospective traders one by one in trading forums and other digital outlets, which operate like social networks online. However, as trading technologies, tools, and data evolved, so did Topstep's outreach, with an enhanced one-to-many approach with TUNE as a partner. The online trader education sectors, where savvy traders hone skills, proved an ideal target. Topstep collaborated with these educators (aka influencers), as the educated and passionate trader is the ideal candidate for the Trading Combine®. The Trading Combine® presented an opportunity for traders to grow skills and practice discipline, with this audience forming the basis of Topstep's affiliate program. A true win-win.

How did TUNE help Topstep?

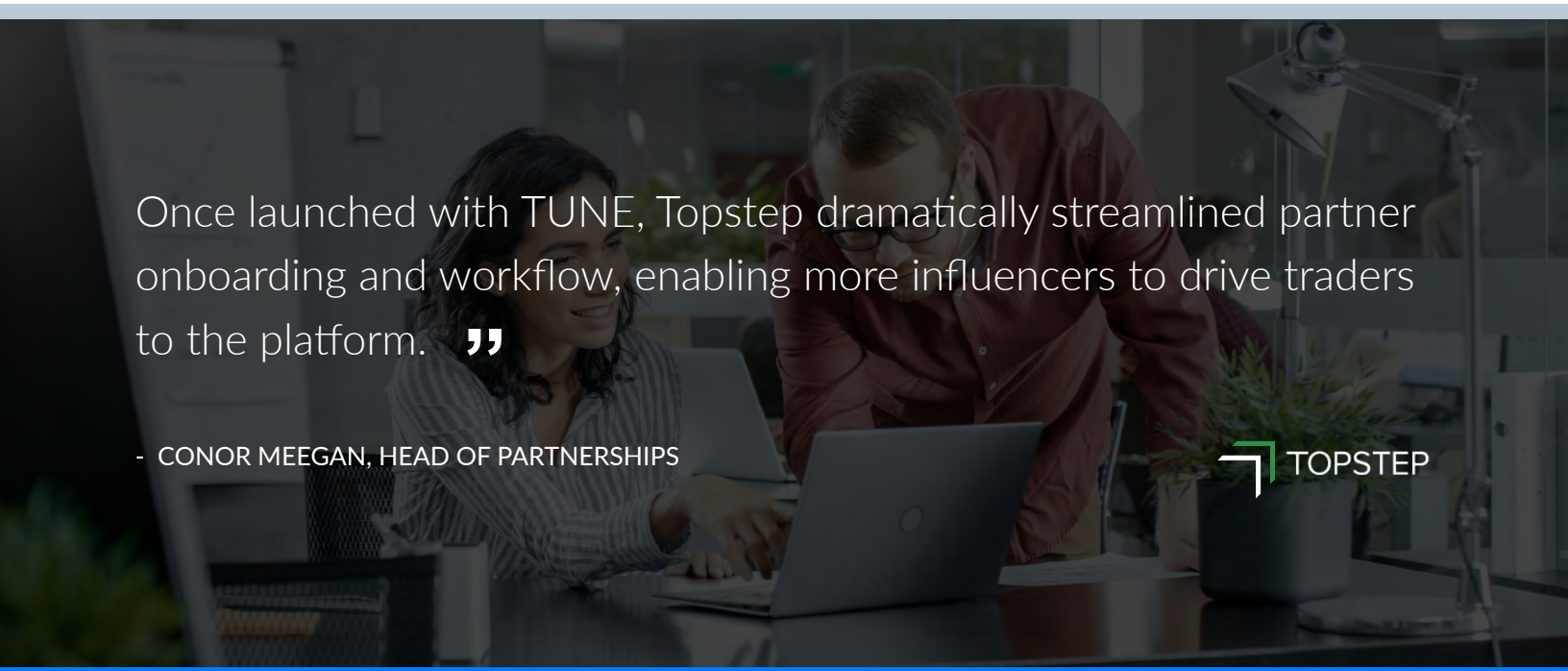
Once launched with TUNE, Topstep dramatically streamlined partner onboarding and workflow, enabling more influencers to drive traders to the platform. TUNE's platform provided valuable tracking technology at an affordable, predictable price, a perfect match for Topstep. With affiliates representing a significant acquisition channel, TUNE's reliable tracking platform was essential in attribution and provided peace of mind around the marketing spend.

TUNE Partner Marketing Platform was especially useful in:

- Automating a number of tasks that were managed via excel spreadsheets such as number of conversions, revenue generated, and new affiliate activations
- Streamlining the templating of deals versus relying on a number of independent deals
- Managing invoicing and payments all in one place as opposed to a one-off basis, being able to easily run a report with commission due and payment method
- Scaling its influencer community to easily manage influencers regardless of what social or marketing channels they use
- Enabling a more objective comparison of partner performance across all partners

What resulted from the TUNE / Topstep partnership?

With the TUNE Partner Marketing Platform, Topstep was able to scale affiliate revenue by 66% and save countless hours through the elimination of manual spreadsheets. Today, the program stands at more than 200 affiliates, continues to scale, and is going strong.



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- CONOR MEEGAN, HEAD OF PARTNERSHIPS

